

City Council Introduction: **Monday**, April 2, 2001
Public Hearing: **Monday**, April 9, 2001, at **1:30 p.m.**

Bill No. 01-54

FACTSHEET

TITLE: **CHANGE OF ZONE NO. 3310**, requested by John Sinclair of Sinclair Hille Architects, on behalf of the City of Lincoln, to create the ***"Haymarket Park Sign District"***, an overlay special sign district for the Lincoln Baseball Stadium, on property generally located at North 6th Street and Charleston Street, between I-180 and Sun Valley Boulevard.

STAFF RECOMMENDATION: Conditional approval.

SPONSOR: Planning Department

BOARD/COMMITTEE: Planning Commission
Public Hearing: 03/21/01
Administrative Action: 03/21/01

RECOMMENDATION: Conditional approval, with amendments proposed by the applicant (8-0: Krieser, Duvall, Hunter, Taylor, Steward, Carlson, Newman and Bayer voting 'yes'; Schwinn absent).

FINDINGS OF FACT:

1. The ***"Haymarket Park Sign District"*** plan document dated February 2001, is provided under separate cover.
2. The Planning staff recommendation of conditional approval is based upon the "Analysis" as set forth on p.4-5, concluding that the proposal meets the provisions and intent of the special sign district and will enhance the ball park theme and atmosphere of this area. Billboard signs over 300 sq. ft. in size or orientated to the external road system should be prohibited.
3. The presentation by John Sinclair on behalf of the City of Lincoln is found on p.6-7, proposing to add two conditions of approval as set forth on p.7 and 9-11, in response to meetings held with the North Bottoms Neighborhood Association and the Urban Design Committee.
4. There was no testimony in opposition.
5. The Planning Commission agreed with the staff recommendation and voted 8-0 to recommend conditional approval, with the amendments to add Condition #2 and Condition #3 as proposed by the applicant (See p.5).
6. If the Council adopts the recommendation of the Planning Commission, the language and documentation for Conditions #1, #2 and #3 should be incorporated into the plan document and copies of the plan document as revised shall be maintained in the Planning Department, Building & Safety Department and City Clerk's Office.

FACTSHEET PREPARED BY: Jean L. Walker

DATE: March 26, 2001

REVIEWED BY: _____

DATE: March 26, 2001

REFERENCE NUMBER: FS\CC\FSCC3310

[illegible]

****As Revised by Planning Commission, 03/21/01****

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COMPREHENSIVE PLAN SPECIFICATIONS: Shown as Public and Semi Public on Lincoln's Land Use Plan Fig 16. This should be supportive of language in the Community Vision on page 36a, and in the Downtown Goals on pages 58 and 59, more specifically:

DOWNTOWN AS A COMMUNITY FOCUS: Downtown belongs to all members of the community. This centrality has provided residents with a sense of identification. Land use policies will assure that Downtown remains a special center, even in a multi-nuclear city. It will remain the territory of all citizens--a commons for the community. (pg 36a),

and,

2. Downtown

Goals

- ! Develop Downtown Lincoln as the primary multi-use center.
- ! Maintain and enhance Downtown's multi-use role as the office, business, financial, entertainment, education, cultural, hotel, convention, retail and government center of the community, serving as the heart of the entire community.
- ! Maintain Downtown as a significant force in improving the overall quality of life for all members of the community.
- ! Reinforce Downtown's positive characteristics including: safety, convenience, cleanliness, and parking and provide a positive image and experience to all visitors and residents.
- ! Enhance Downtown as a visually and aesthetically pleasing place providing a broad range of year-round activities.
- ! Strengthen Downtown as the entertainment and cultural center of the community.
- ! Ensure that Downtown retains its status as the home of convention and hotel facilities in the community.
- ! Enhance Downtown as a well-planned, well-designed and maintainable, high quality environment involving public and private developments.
- ! Strengthen linkages between Downtown and adjacent areas, including the University of Nebraska City campus, historic Haymarket District and adjacent residential and commercial neighborhoods.
- ! Maintain and improve infrastructure in Downtown Lincoln.
- ! Encourage office and retail development, entertainment and cultural opportunities, government and University employment and housing in Downtown Lincoln.
- ! Designate and develop Downtown Lincoln into the arts and entertainment center for the community.
- ! Encourage an aesthetically pleasing, pedestrian oriented, mixed-use Downtown.(pg 59)

HISTORY: In August 1999, the City of Lincoln, University of Nebraska and Nebco Inc, announced plans to build a ballpark north of the historic Haymarket district. Ground breaking for the stadium was in March 2000 and completion is anticipated in September of 2001. The Saltdogs/Husker stadium may open in June 2001. The Haymarket special sign district to the south was created in 1990.

ANALYSIS:

1. The sign section of the Lincoln Municipal Cod provides for the creation of Special Sign Districts for defining areas of particular cultural or entertainment atmosphere as follows;

27.69.300 Other Permitted Signs; Nonresidential; Special Sign District.

(a) In any nonresidential district, occupants of sixty percent or more of the street frontage of any block face may petition the City Council for the formation of a special sign district for the purpose of defining an area of particular historical, ethnic, cultural, or entertainment atmosphere; or for defining an area with a special or unique theme. (underline added) Said merchants shall present proposed sign criteria to the City Council according to the procedure established for a zoning amendment. Such petition shall include specific sign regulations for the district which may be more or less restrictive than the underlying district.

2. The current sign provisions under the existing zoning allow the following;

~~Ž~~ In the 'P' zoning district there are no restrictions on on-premise signs

~~Ž~~ The I-1 sign provisions allow;

 On premise pole or ground signs, if in a front yard, 25' in height and 50 sq. ft. in area, if outside, 50' in height and 100 square feet in area.

 Wall signs per facade of 30% coverage or 500 square feet, whichever is lesser.

 Off premise signs, up to 700 square feet in area and 45' in height

3. This proposed sign district overlay is designed to provide signage opportunities in addition to the base district as well a clarify the types of signs to be expected.
4. The proposal shows three sub areas and illustrative examples of specific additional signs and types. The three areas shown are, 1) the "Haymarket Park" area along Salt Creek, 2) the Lincoln Stadium area and 3) the Haymarket Pedestrian Connectors.
5. Special signs are illustrated, and include gateway and entranceway signs, pedestrian way signs, a ballpark marquee and message center sign, entrance treatment signs, Outfield scoreboard signs, the corporate picnic and tent area, the ticket/Kiosk structure signage and the stadium name (roof) sign. This also clarifies the style and package of signage. Many signs may not be defined as signs if located on the interior of the campus or stadium. This proposal shows many of those signs for review and notes that signs within the ticketed boundaries are exempt from the sign ordinance.
6. This is proposed to reflect a unique theme of baseball and soft ball.
7. The Urban Design Committee reviewed this proposal at their March 7th meeting. The Committee made the following motion, " To recommend approval of the package as shown

with a request to see an updated version of the marquee sign. The committee commends the design package of all the signs being done cohesively in one theme, with attention to details.” (Motion carried 4-0). The committee requested, and the applicant agreed, to redesign the ballpark marquee/message center to better reflect the architectural theme of the park and to note the top panel is not advertising.

8. Although advertising signs are an expected part of the signage package of a ballfield. Off premise “billboard” signs would not be consistent with the theme of this sign package. Off premise signs over 300 square feet in area should be prohibited. The applicant has agreed to this provision.

STAFF CONCLUSION: This proposal meets the provisions and intent of the special sign district and will enhance the ball park theme and atmosphere of this area. Billboard signs over 300 Square feet in size or orientated to the external road system should be prohibited. A copy of the document entitled “Haymarket Park Sign District, February 2001” will be maintained at the Planning and Building and Safety Departments and City Clerks office as record of the conditions of this district.

STAFF RECOMMENDATION:

Conditional Approval

Conditions:

1. Add language prohibiting off-premise “billboards” over 300 square feet in size that are oriented toward or face an external street.
2. Pursuant to the North Bottoms Neighborhood request, add the following sentence to the sections entitled, *Background Summary + Sign District Plan and Special Sign Types under Haymarket Park*: “There will be no permitted signs in that portion of the Haymarket Park Subdistrict located east of the line located 150 feet west of the centerline of I-180 as shown on Exhibit “A” which is attached hereto and incorporated herein by this reference.” (**Per Planning Commission, 03/21/01**)
3. Pursuant to the Urban Design Committee recommendation, delete the ball park marquee/message center sign as shown under the section titled, *Special Sign Types for Haymarket Park*, and insert the sign as shown on Exhibit “B” which is attached hereto and incorporated herein by this reference.” (**Per Planning Commission, 03/21/01**)

Prepared by:

Mike DeKalb, AICP
Planner

CHANGE OF ZONE NO. 3310 HAYMARKET PARK SIGN DISTRICT

PUBLIC HEARING BEFORE PLANNING COMMISSION:

March 21, 2001

Members present: Krieser, Duvall, Hunter, Taylor, Steward, Carlson, Newman and Bayer; Schwinn absent.

Planning staff recommendation: Conditional approval.

Proponents

1. John Sinclair of Sinclair-Hille Architects presented the application and submitted a proposed amendment, adding two conditions.

Sinclair stated that this would be the second special sign district in the City, the first being created several years ago in the Haymarket District. This application is related to section 27.69 of the code which allows for special signage opportunity for entertainment and recreational facilities. Haymarket Park was created as a joint public/private partnership between the City of Lincoln, Nebco and UNL, with the express intention of providing quality family environment in this park area.

This sign district is divided into three basic areas. The “Haymarket Pedestrian Connectors” includes the area in which the two pedestrian overpasses will rise from the 8th Street cul-de-sac, go over the railroad and land in the Haymarket Park area itself. The second area is called “Haymarket Park”, which is the largest area within the district and related to all the general entertainment activities. The third area is called “Lincoln Stadium” which is related to the two baseball fields, the northernmost for UNL and the southernmost for Lincoln Pro Baseball.

This sign district proposal has been presented to the North Bottoms neighborhood, Urban Design Committee, Haymarket Association and the Downtown Lincoln Association. The proposed amendment to add Conditions #2 and #3 relates to several comments received from the North Bottoms Neighborhood, Urban Design Committee and the staff recommendation.

The “Haymarket Pedestrian Connector” has two sign components, called the gateway signage at the landing points south and north of the connector, and then the bridge entranceways which are the overpass components.

The Haymarket Park subdistrict is the general large scale entertainment function within the park with four basic signage opportunities at the ball park entrance drive, one at Ballpark Circle, another at the end of the pedestrian way moving between the two stadiums and the entranceway to the park. The overpass is also a bike trail and as that activity comes over and lands on the north side of the bridge, it will move around and down through the two stadiums, and then continues out to the new bike path and moves northeast. This provides a very public pedestrian access and the signage opportunities are related to that aspect of the park.

Lincoln Stadium is basically a definition of the various components related to the baseball activities all the way from corporate tent areas, outfield signage, scoreboards to the stadium entrance signage.

The proposed amendment to add Condition #2 relates to the meetings held with the North Bottoms Neighborhood representatives. There was a question brought up relative to the intention of the area that goes underneath I-180. North Bottoms requested that there be no signage opportunity within that area. It is abandoned railroad right-of-way that used to go under the track. Proposed Condition #2 reads as follows:

2. Pursuant to the North Bottoms Neighborhood request, add the following sentence to the sections entitled Background Summary + Sign District Plan and Special Sign Types under Haymarket Park: "There will be no permitted signs in that portion of the Haymarket Park Subdistrict located east of the line located 150 feet west of the centerline of I-180 as shown on Exhibit "A" which is attached hereto and incorporated herein by this reference."

The second amendment to add Condition #3 relates to the request by Urban Design Committee that the marque message center be designed to be more compatible with the design of the baseball stadium itself with masonry brick and precast concrete. This has been incorporated into the message center:

3. Pursuant to the Urban Design Committee recommendation, delete the ball park marque/message center sign as shown under the section titled Special Sign Types for Haymarket Park, and insert the sign as shown on Exhibit "B" which is attached hereto and incorporated herein by this reference.

Sinclair agreed with the staff condition that off-premise signage be eliminated.

Steward inquired whether there would be electronic advertising on the marque message center sign as well as the scoreboard. **Charlie Meyer, President of Lincoln Pro Baseball**, stated that as far as electronic advertising on the marque signage, they do not yet have final designs but it would be electronic and the lower two panels would be a tri-action sign with advertising capabilities. The scoreboard sign is very similar – the panels are tri-action panels on both sides. There will also be a video screen used. There will be no automatic fireworks.

There was no testimony in opposition.

Steward inquired as to the procedure if the ownership changes or maybe even some of the uses change and there are other signs to be proposed. What is the review circumstance? DeKalb stated that in the Haymarket, which is multiple owners and uses, there is a more definitive line of specific standards and the review procedure is through the Historic Preservation Commission. In this case, the overlay would apply to whoever the successors might be. The base district allows P and I-1 zoning. With the additional limitations and theme established in this ordinance, there is no specific appeal procedure language. Any changes would require a text amendment and it would be processed through the Planning Commission and City Council.

Staff agreed with Condition #2 and Condition #3 proposed by the applicant.

Public hearing was closed.

ADMINISTRATIVE ACTION BY PLANNING COMMISSION:

March 21, 2001

Duvall moved to approve the Planning staff recommendation of conditional approval, with the amendments as proposed by the applicant, seconded by Hunter.

Hunter believes that this application for electronic signs, etc., in a designated area is extremely appropriate. This really is consistent with any type of theme park – anything like that that has a special use has the use of specific types of signage.

Motion for approval, with conditions, as amended, carried 8-0: Krieser, Duvall, Hunter, Taylor, Steward, Carlson, Newman and Bayer voting 'yes'; Schwinn absent.

MOTION TO AMEND

I hereby move to amend the Conditions recommended by the Lincoln City/Lancaster County Planning Staff Report for P.A.S.#: Change of Zone #3310 to read as follows:

CONDITIONS:

1. Add language prohibiting off-premise "billboards" over 300 square feet in size that are oriented toward or face an external street.
2. Pursuant to the North Bottoms Neighborhood request, add the following sentence to the sections entitled Background Summary + Sign District Plan and Special Sign Types under Haymarket Park: "There will be no permitted signs in that portion of the Haymarket Park Subdistrict located east of the line located 150 feet west of the centerline of I-180 as shown on Exhibit "A" which is attached hereto and incorporated herein by this reference."
3. Pursuant to the Urban Design Committee recommendation delete the ball park marque/message center sign as shown under the section titled Special Sign Types for Haymarket Park and insert the sign as shown on Exhibit "B" which is attached hereto and incorporated herein by this reference.

Introduced by:

Approved as to Form & Legality:

City Attorney

Staff Review Completed:

Administrative Assistant

Requested by: John Sinclair on behalf of the City of Lincoln